



Foundation for Internet Development

BRIEF ANNUAL REPORT, 2016

1. .SU TLD DEVELOPMENT IN 2016

By the end of 2016, the number of second-level registered domains in the .SU zone had increased by 731 (compared to 2015). 37,95% of all domain names are used for web-sites addressing; 18,77% are business-card sites, or contain a message that a site is under construction (Figure 1).

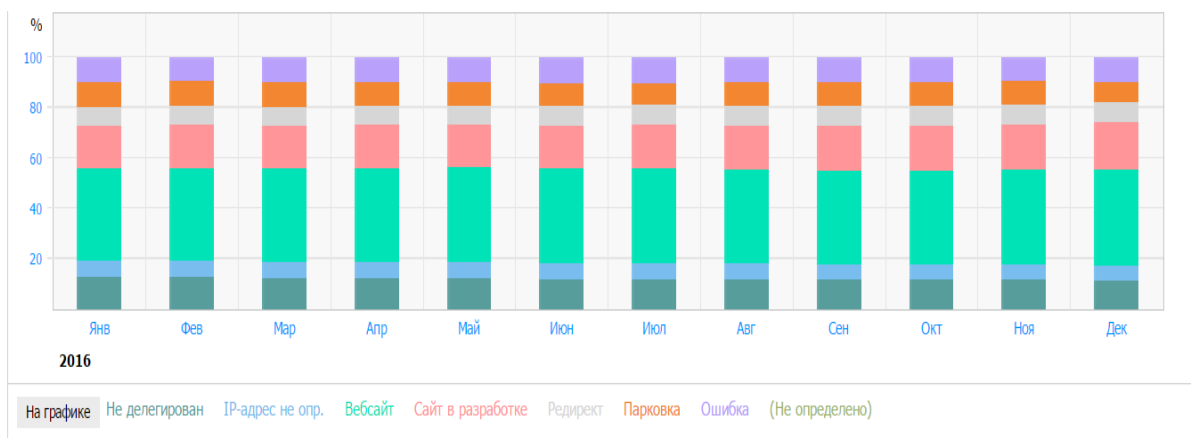


Figure 1. Domain names usage, 2016.

The percentage of delegated domains in 2015, December is 88,38% (Figure 1). The majority of them belong to individuals (78,55%); all domains left belong to legal entities (21,45%). The dynamics of the number of domains registered is demonstrated on the Figure 2.

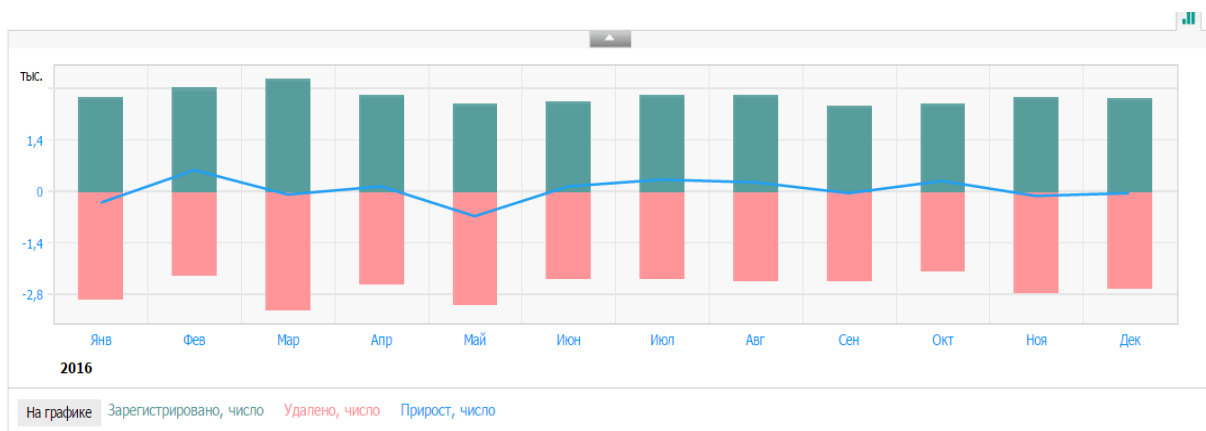


Figure 2. Domain names growth, 2015.

Compared with 2015, in 2016 the number of domains signed with the support of DNSSEC (94 compared to 85 in 2015), which demonstrates the growth of the security level in the .SU zone in general (Figure 3).

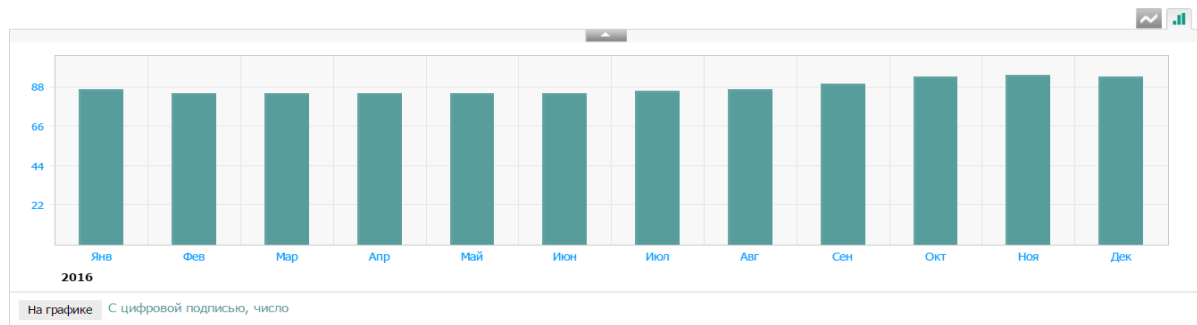


Figure 3. DNSSEC-signed domain names, 2016.

In 2016, five new domains registration operators in the .SU zone have been accredited: 'Realcom Host', 'RUWEB', 'Domain Reseller', 'Internet Names', 'Domain Shop'. All in all, there are 18 accredited registration operators by the end of 2016. We expect future growth of interest to the .SU domain in the sphere of IT, which will involve the increase of registrations in the .SU zone. Our data have already shown that the majority of all domains are comparatively new (Figure 4).


Возраст, лет	Домены, число	Домены, %
< 1	30 984	26,04%
1	17 604	14,80%
2	11 428	9,61%
3	10 279	8,64%
4	8 395	7,06%
5	8 316	6,99%
6	6 469	5,44%
7	6 003	5,05%
8	14 479	12,17%
9	1 640	1,38%
10	1 247	1,05%
11	703	0,59%
12	487	0,41%
13	805	0,68%
15	40	0,03%
16	10	0,01%
17	73	0,06%
18	2	0,00%

Figure 4. Domains' age distribution.

Geography of the .SU zone covers mostly all continents; still most of domains are registered in Russia (89,86%), than – Ukraine (1,12%), Belarus (0,45%), Andorra (0,42%), and the USA (0.38%). Most of Russian domains are registered in Moscow (34,41%) and Moscow region (9,54%) and Saint Petersburg (7,36%).

2. 'KIDS ONLINE' HELPLINE

The 'Kids Online' Helpline is unique Russian phone and online consulting service. The main aim of the service is to provide psychological and informational support for children and adolescents encountering online difficulties of any kind. **General purposes of the project are:**

- To provide professional psychological assistance for children and adolescents encountering risks online and/or on using mobile services;
- To provide professional consulting services and informational support for parents and educational staff in the issue of safety Internet/mobile usage by children and adolescents. The primary audience of the helpline includes:
- Underage persons (kids and adolescents) and their parents; 
Educational staff of primary and secondary schools (teachers, tutors etc.)

The high-qualified team of psychologists of Foundation for Internet Development and the Faculty of Psychology at Lomonosov Moscow State University works at the helpline.

The helpline 'Kids Online' has been included into the official united federal database of helpline numbers for children, adolescents and their parents.

The helpline had its 7-th year anniversary on December 15, 2016. **During this period the following results were reached:**

- More than 12000 calls received and more than 4700 electronic messages from both children and their parents fully processed;
- The variety of techniques and methods of psychological and informational support in the field of safety Internet usage have been developed and successfully implemented;
- The targeted educational program for specialists working in the online consulting service has been elaborated;
- The informational source www.detionline.com with the clock processing of e-mail requests has been created;

- The database for processing and accounting the inbox requests has been designed;
- The regular supervision of the helpline staff for improving the effectiveness of work has been organized.

In 2016, the statistic and content analysis of received requests has been done. 4118 incoming requests were registered in 2016. 2983 phone calls, 572 e-mails and 563 chat messages have been received and processed (Table 1).

Table 1. Helpline requests, 2012-2016.

Parameter	2012	2013	2014	2015	2016
Overall number of requests	6970	7424	13456		
Incoming calls	6517	6493	12449		
Calls received	1730	954	2457	2656	2983
E-mails received	339	474	514	551	572
Chat messages received	114	460	493	532	563
Kids requests (%)	62	42	80	36	28
Adults requests (%)	38	58	20	64	72
Moscow region requests (%)	26	22	33	39	34
Other regions requests (%)	74	78	67	61	66
Обращения по типам рисков (%):					
Technical	30	19	37	42	23
Communication	39	30	46	40	55
Content	22	37	10	14	15
Consumer	9	14	7	4	7

Because of lack of objective data available, the helpline remains one of the most valid and reliable sources of information about online threats and their evolution as well as their effect on children' and adolescents' health. As the stats show (Figure 5), in 2016 most kids and their parents needed help in with communication risks like cyberbullying, sexting, grooming, trolling etc. It remains one of the most frequent from year to year (55%). Also we received many requests concerning technical issues (including viruses, malware threats, computer blocking, profile and account hacks etc.) – 23%. The number of requests connected with content risks (negative and illegal information of any kind) is relatively low – 15%. And online consumer risks requests (online threats involving purchases and mobile scams) is the less frequent (7%).

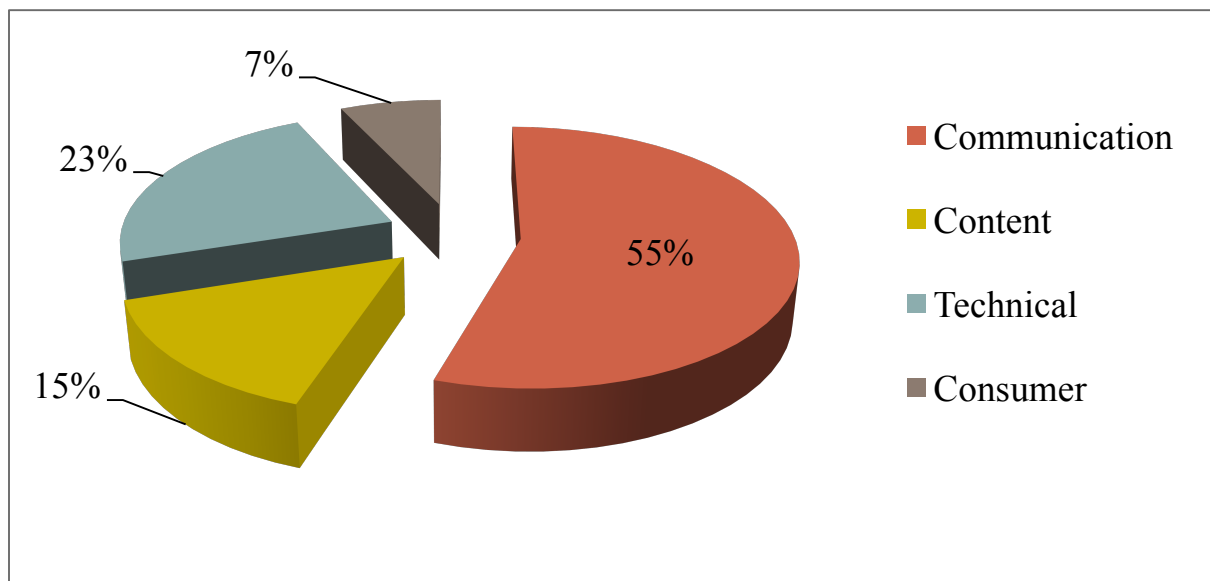


Figure 5. Helpline requests according to risk types, 2016.

The helpline project has a wide coverage in media, at the Foundation for Internet Development online sources and targeted events organized by the Foundation and its partners.

In 2016, Cartoon Network TV channel with collaboration of Kids Online Helpline announced a start of the annual campaign against bullying and cyberbullying ‘Be a buddy, not a bully’. The main aim of the project is to make parents, kids and society in general aware of the bullying problem, and support those who faced it up at school, streets or online.

A number of movies with animated characters have been shot in the framework of the project where bullying situations are explained from the point of view of bullies, victims and bystanders. They were translated during September, and contained the information about the Kids Online Helpline. It caused a significant increase of requests at the helpline from child audience.

Videos are available at <http://druzhbacn.cartoonnetwork.ru>

Totally, a stable increase of requests and growing interest of audience to the Helpline ‘Kids Online’ section at the website of the FID, shows that the service is very in demand, and Russian society will need it even more in future. The number of regional requests is still high; it indicates the effectiveness of the informational campaign in Russian regions.

3. 'CHILDREN IN THE INFORMATION SOCIETY' JOURNAL

Quarterly journal for teachers, psychologists and parents 'Children in the Informational Society' has been being published since 2009. The publishing is implemented with the methodological support of the Faculty of Psychology of Moscow State University and Federal Institution for Education Development of Russian Federation. Four editions of the journal were published in 2016: #23 'Love online' (Nov 2015-Jan 2016), #24 '100 friends of a teenager', #25 'Technophiles and technophobes', and also a special issue #26 devoted to the United Safe Internet lesson (Oct 2016 – Jan 2017).

In 2016 we have concentrated on publishing the results of our research devoted to the examination of adolescents' friendship in real life and online, their perception of differences, benefits and potential harm of online communication with various types of online users. We also focused on the topic of digital parenting and their perception of new technologies. Special articles concerning the issues of how parents estimate their kids needs in gadgets, their attitudes to new devices and gadgets in family life, different aspects of children online safety, mediation strategies online, and general positive and negative parental experience online, have been published.

In the practice section we started to publish new materials from the latest guide-book for educational staff 'Practical psychology of safety: managing personal data in the internet'. These lessons are aimed to increase the digital competency of pupils and teachers in the sphere of personal data managing online and also to improve the skills of literate usage of personal information online.

Also in 2016 a section 'School of New Technologies' has been continued. The project started in 2012, initiated by the Moscow Government. It is aimed to implement new technologies in Moscow schools, thus, increasing educational opportunities for pupils, and supporting school IT start-ups.

At our online source www.detionline.com/journal we have all versions of the journal in .pdf so both the whole edition and each article separately (sorted by authors and sections) are available for downloading/reading, free for any visitor. Subscription for the latest news is available at our informational

website <http://detionline.com>. By the end of 2016, the number of followers was 352.

The interest to online journal publications is steadily increasing. According to Google Analytics, in 2016 the number of page views of the journal section at <http://detionline.com> was 22250. The number of unique page views was 19010 which indicate that new readers also appear (Table 2).

Table 2. Page views and visits of <http://detionline.com/journal> (Google Analytics, 2012-2016)

Parameter	2012	2013	2014	2015	2016
Pageviews, total number	9 320	16 048	18 060	20 221	22550
Pageviews, % of total	11,32	14,79	11,22	8,55	9,72
Unique pageviews, total number	7 768	13 643	15 108	16750	19010
Unique, pageviews % of total	11,48	15,21	10,93	7,83	9,58
Followers, number	40	126	193	288	352

At average, about 500 persons visit the journal section weekly (Figure 6). It was much higher in April when the All-Russian conference ‘Digital childhood: socialization and safety’ had been held, and also to the end of the 2016, due to the series of seminars for teachers from Moscow region.

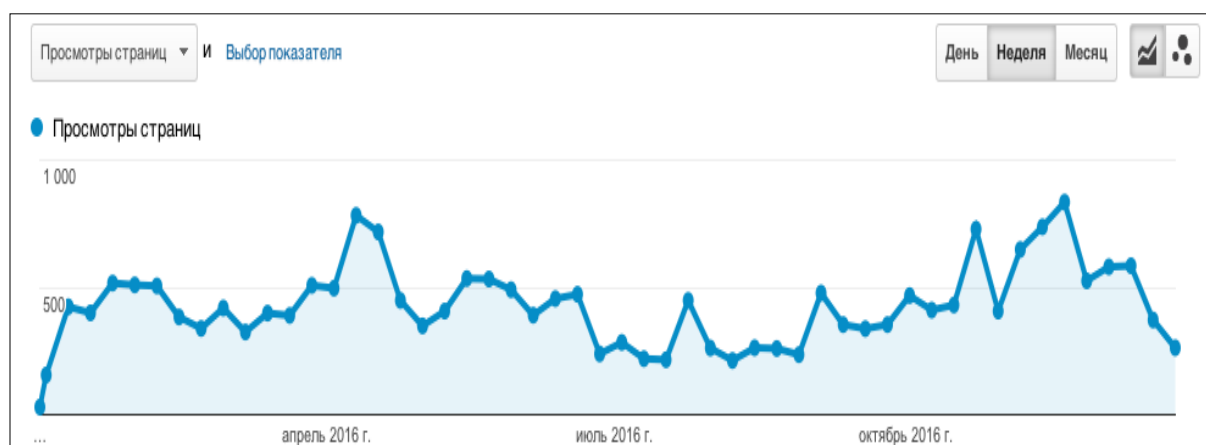


Figure 6. The journal’s section visiting rate at detionline.com (January – December 2015)

During the reference period the journal was being actively spread at industrial nationwide events, conferences, exhibitions etc. devoted to the topic of kids' online safety. Quarterly the journal is being sent to the state Duma of the Federal Assembly, The Ministry of Telecom and Mass Communications (including their Departments) and different scientific, educational and IT-organizations. Each quarter, 400 specimens are being distributed among general educational schools in Moscow, and 150 ones are being sent to children's and youth's libraries across Russia with the support of Russian State Children's Library.

4. 'TALK TO YOUR CHILD ABOUT THE INTERNET' SOCIAL EDUCATIONAL PROJECT

'Talk to your child about the Internet' is a social educational project aimed to increase adults – especially parents and teachers - awareness in the sphere of Internet safety of Russian adolescents and little children. The project has been developed and realized with the support of the MTS Company.

The project was integrative and included open lesson of safe and useful Internet for primary school pupils of Russian schools, master classes for teachers and parent meetings.

The targeted audience of the project: primary school pupils, school teachers, parents of children and teenagers under 18.

In 2016, the project took place in Moscow, Saratov, Krasnoyarsk, Omsk, Kurgan, Orsk, Yaroslavl, and in Penza region.

The overall number of events held in the framework of the project was 20: 5 open lessons, 5 workshops 'Kids in the Internet' for volunteers, 7 workshops for teachers, 3 webinars for parents.

The total number of participants was more than 2565 including 140 primary school pupils, 2350 members of educational staff, and more than 100 parents of children under 18.

The following remarkable social effects had been achieved:

- In the framework of the project the set of guides and informational materials about the issues of adolescents' and kids' web safety (the brochures and presentation 'How to talk to your child about the

Internet’) had been prepared and distributed among parents and teachers at the exhibitions and open lessons held by the MTS Company.

- More than 2500 pupils, teachers and parents participated in different events held within the project period. Also educational staff had the opportunity to attend master classes and open lessons organized by the FID team, and to get acquainted with the newest informational technologies in the sphere of kids’ web safety.
- Project activities had a wide coverage in mass media and online recourses. By the 2016 December 20, 63 articles (including papers in ‘Komsomolskaya pravda’, ‘Argumentu I Faktu’, ‘8 channel’, ‘Antenna 7’, and a few regional authorities’ websites – e.g. Omsk, Saratov and Kurgan) had been published.

5. ‘BE A BUDDY, NOT A BULLY’ SOCIAL EDUCATIONAL PROJECT

In September 2016 the Foundation for Internet Development became a partner in a social project ‘Be a buddy, not a bully!’ The campaign is aimed to draw public attention to the problem of bullying and cyberbullying –the use of force, threat, or coercion to abuse, intimidate, or aggressively dominate others. It is one of the most daunting and serious problems all over the world which schools in all countries have to solve. As FID research show, 20% of children face it up regularly,¹ herewith 1 child out of 4 become a bully, or aggressor.

The project has been initiated by the Cartoon Network channel in cooperation with FID. The official start was at September, 1, when children start studying, in order to inspire them to get a fresh look at the problem of peer communication. At the official Cartoon Network website <http://druzhbacn.cartoonnetwork.ru> we placed useful tips explaining what the bullying is, and how to withstand it effectively. At the same time, the attention of young readers was specially focused at the issues of friendship, highlighting the importance of having and being a good friend. We also

¹ For more info look FID annual report – 2012
http://detionline.com/assets/files/helpline/RussianKidsOnline_Final%20ReportRussian.pdf

organized a special social campaign which had been being translated at the Cartoon Network channel, and consisted of a series of thematic videos showing the 'Kids Online' Helpline phone number and info.

In the framework of the project the following results were achieved:

- A new questionnaire, aimed to examine the bullying and cyberbullying phenomena has been designed for three ages (children aged 7-12 years old). The survey was being conducted online at the Russian educational website www.dnevnik.ru. In total, more than 1500 respondents filled in the form.
- At September, 23, Galina Soldatova, the Head of the Foundation for Internet Development, conducted a webinar 'School bullying – the phenomena, its specifics and prevention'. She discussed with the auditory the main issues concerning the problem of school bullying and cyberbullying – the history of the definitions, consequences for all participants of the situations of bullying, main statistics and some types of preventive measures which may be effective. The webinar is available online <https://www.youtube.com/watch?v=LcLU0EKqGtw>. Any internet user could see the online translation and ask his/her questions.
- During the campaign, the Foundation for Internet Development specialists published more than 50 articles and interviews aimed to inform the society about the problem of coping with bullying and cyberbullying. Among them are the interviews of Galina Soldatova for mel.fm, 7ya.ru, ya-roditel.ru, Letidor.ru, Lenta.ru (for more information see the full FID report, 2016).

6. FID RESEARCH PROJECTS

6.1. Study of Russian kids and adolescents attitudes to personal information, and their vulnerability to online risks emerging due to inappropriate usage of personal data

In 2016 we continued the study of 2015, which was meant to analyze attitudes of Russian children to personal data, and problems of their online usage. In 2016, 413 respondents in total participated in the study.

Main findings:

In 2016, children faced up risks concerning inappropriate data usage less often, compared to 2010 and 2013 but is still high (40%) because, on the one hand, they intensively communicate online, and, on the other hand, are not well-informed about elementary basic rules of using online technologies. These children can be described as a vulnerable group and may suffer from threats connected with personal information usage, as they:

- Do not follow the confidentiality principle of keeping password in secret in all cases; sometimes they are ready to tell it to parents, siblings, and friends; still, some children even may share it with unknown online users.
- Make their social media profile fully open which means that each registered user can have a look at it;
- Share full personal info set at their main page and do not care about their privacy;
- Are ready share some kinds of personal information with online strangers via private messaging and chats.
- Don't ask adults (neither teachers, nor parents) to teach them to stay safe online.

Results show that teaching kids and adolescents to manage their personal data and protect them should become primary educational purposes for parents and teachers in order to guarantee their online safety and instill the culture of skillful and meaningful internet usage. Because of that, based on results of the study, in collaboration with Roskomnadzor and the Federal Institute for Education Development we published a manual for educational staff.

- *Soldatova G., Priezjheva A., Olkina O., Shlapnikov V.* Practical psychology of safety: managing personal data online. Moscow, Federal Institute for Education Development (FIRO), 2016 – 204 p.

The main target auditory – secondary school pupils (6-10 grade).

It consists of **10 lessons** which can be divided into two sections: ‘Personal data: types, ways of sharing and protection’ and ‘Managing personal data and reputation online’. All materials are designed with due consideration of Russian legislation and international experience in the sphere of managing personal data and providing their safety.

In 2016 the manual have been successfully tested in educational institutes in Moscow and Moscow region and also during workshops and conferences for educational staff.

6.2. Study of online interpersonal relationships of Russian children and adolescents

In 2016 we continued a study of online interpersonal relationships of Russian children and adolescents aimed to analyze the specifics of nowadays friendship of adolescents, differences between real and virtual close communications, and the meaning which virtual friends have for Russian teens. The FID team designed a special questionnaire which contained 43 points joined in several clusters:

- Friendship and interpersonal relationships offline. Respondents had to continue the sentences ‘Friendship in real life is...’, ‘Friendship in social media is...’ Methods of content analysis had been applied in order to describe the categories emerged from answers.
- Specifics of virtual (online) friendship;
- Usage of the Internet by Russian adolescents (time online, intensiveness of usage);
- Life in social media (likes, adding friends, blocking or removing a person from contact list, events and content).

During 2015-2016 we surveyed 250 pupils (13-16 years old) from schools of Moscow region.

Main findings:

Social networks become one of the most important sources of new friends and acquaintances thus being a powerful instrument for obtaining social capital. Our findings show that many Russian children overcome the lower border of the Dunbar's limit (100 individuals) for stable social connections of adult. The quantity of children with more than 100 online friends has almost doubled since 2010. At the moment, each second adolescent aged 15-16 has a number of online contacts equal to an adult's one, so do 43% of younger teens (13-14 years old).

In adolescents' social circle virtual friends are at the honorable second place in the hierarchy of interpersonal connections, after real offline friends. Despite the fact, that children radically dislike online friendship and realize it's 'somewhat which lacks anything real friendship must have', and characterize it as 'unsafe', 'untrustworthy', 'false' and 'lacking emotions', actually they prefer virtual friend to real acquaintance. More than a half of all children having virtual friends share their deep emotions and feelings with her/him, expect his/her support and seek for advice. Each second child trust his/her online buddy personal secrets, tell about problems in family, relationships with friends and romantic experience.

Full analysis of the study's findings is presented in the following articles:

- *Soldatova G.U., Olkina O.I.* Friendship in real and virtual world: perception of Russian adolescents. // Moscow, Academia. Pedagogical journal of Moscow Region, 2016. №3 (9). Pp. 39-47.
- *Soldatova G.U., Olkina O.I.* 100 friends. Adolescents' circle of contacts in social media. // Moscow, Children in the information society, 2016. – №2 (24). Pp. 24-33.

Bullying and cyberbullying among Russian adolescents

In 2016 the Foundation for Internet Development continued the study of bullying and cyberbullying. The main aim of the research was to analyze the prevalence of bullying and cyberbullying among teenagers in Russian secondary schools. To achieve the purpose, we designed a questionnaire which contained a set of questions about facing up bullying and cyberbullying (equal to EU Kids Online points about the topic) for kids, parents and teachers, and also used some standardized valid psychological tests. The process of data gathering has been realized both online and offline.

The sample consisted of 1503 respondents (161 primary school pupils, 791 secondary school pupils, 248 parents and 303 teachers).

Main findings:

As findings show, one child aged 7-9 out of 5, and each one aged 10-12 out of 3, is being bullied daily. The most common type of bullying – is classroom bullying (27% of surveyed kids said they had faced it up), then – at school background (16%), and other school facilities (13%). Yet the percentage of cyberbullying is not very high – about 4% via internet, and 2% - via smartphone, according to children's' responds.

Parents are quite precise at estimating the spread of school bullying – 26% of them (very close to children's replies) say that bullying had happened systematically daily or almost daily, and 32% said they observed it several times a week. Among the main reason for bullying parents mention communication problems which occur during the educational process (each second parents chose the option), the second one – too low or too high academic achievements (each third parent). According to parents, the most effective strategy to cope with bullying is 'to teach a victim to stand up for him/herself', then – talking to bully and changing the school.

Teachers' estimations of bullying are quite accurate as well, and are comparable with the children's ones – about 40% of teachers said bullying situations had occurred within the last year, and each second teacher admitted classrooms to be the most common places where bullying occurs; the same time teachers overestimate the spread of cyberbullying. It also should be noticed that the majority of teachers (73%) indicate that bullying preventive measures are being applied in their schools. Among the most effective coping strategies, according to teachers, are special team building trainings with pupils (aimed to build and increase tolerance, empathy etc. – 37%, and psychological atmosphere monitoring. большинство учителей – 32%.

7. FID EVENTS

During 2016 we organized 15 events: 1 conference, 2 workshops, 5 methodical seminars, 3 lectures, 4 open lessons, as well as 20 more events have been organized by the MTS company in the framework of the project 'Talk to your child about the Internet',

Also the FID specialists participated in 26 special events: 4 forums, 1 exhibition, 4 conferences (including congress and press-conferences), 4 master classes, 3 online video chats and conferences, 2 VIP meetings, 1 Open Day, 1 lecture, 4 open lessons, 2 seminars and round-tables.

8. INTERNATIONAL PARTNERSHIP

In 2016 we continued the collaboration with the Institute for the Protection and Security of the Citizen, IPSC, Joint Research Centre in the framework of the pilot study 'Young children (0-8) and digital technologies' which is being supported by 10 European countries. This year, a new longitude stage of the study has started. Its main aim is to define and analyze the changes in perceptions and ICT usage by families which may have emerged since the beginning of the project (from 2014).

The following possible changes are going to be examined:

- Are there any objective changes in usage of digital technologies by children and their parents (new devices, new favorite gadgets, changes in online activities etc.)?
- What are (if any) the changes in subjective parental and children's perceptions and attitudes to digital technologies?
- What is generally the main role of digital technologies in family life, does it differ (and, if yes, what the differences are) from the previous one?
- Which mediation strategies concerning the usage of gadgets and the internet do parents find effective and use while managing digital life of their children?

At the moment, we finalized the preliminary stage of the study. We finished the translation of both parental and child questionnaire forms, interview forms, and got the agreement for participating in at-home interviews from families we had work previously with. We plan the process data gathering to start at 2017, January.

9. FID PROJECTS IN MEDIA

Our current work is being presented on the official FID website www.fid.su and at the informational source www.detionline.com.

At the website <http://detionline.com> we present the main projects of the Foundation for Internet Development devoted to issues of children and adolescents' socialization in nowadays informational society and their safety in a modern communicational environment. The website is an important informational source as the relevant analytics and information about actual events in the sphere of IT, innovation research, legislative changes is available here in a a scientific-popular way. Also at our website we post recommendations about safe online behavior for children, parents and teachers.

According to Google Analytics, the visiting rate of the website is stable, and, by the end of the reference period is slightly lower than in 2015 (Table 3; Figure 7). This result indicates permanent public interest to our projects and activities. The number of visits has reached 162726, the number of unique visitors is 126082.

Table 3. Visitors of www.detionline.com (Google Analytics, 2012-2016).

Parameter	2012	2013	2014	2015	2016
Visits	43 210	57 733	98 851	179 093	162 726
Visitors	32 147	43 396	75 162	137 000	126 082
Page views	82 314	108 479	161 012	236 425	231 913

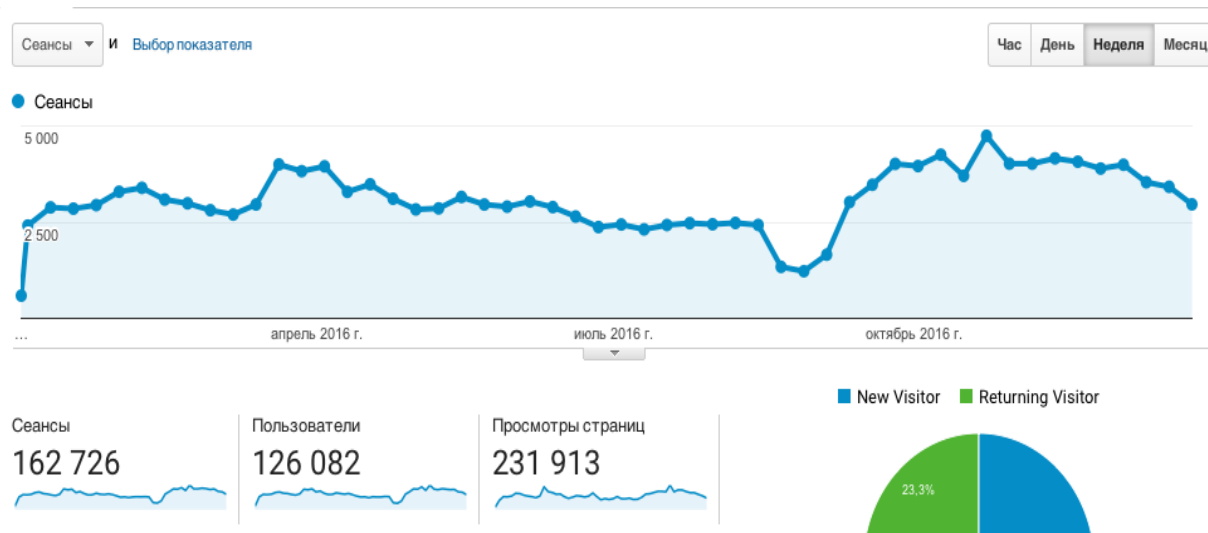


Figure 7. Detionine.com visiting rate, January – December 2016, (Google Analytics).

According to Google Analytics (Figure 8), the most popular section of website was the Helpline' page (52% from total amount of page views) and is followed by the main page (20%); the 'Children in the Informational Society' journal is on the third position (10%). These are the most popular pages with our followers.

Also we regularly publish news and information about our projects at Facebook community: www.facebook.com/FoundIntDev. By the end of 2015 the number of its followers raised up to 476 users and is 15% higher than in December 2015.

The most popular publications among news section were the release of family content 'Device-free weekend' (4104 views), and a news about of he All-Russian conference 'Digital childhood: socialization and safety' (3473 views).

In addition to that, The Foundation for Internet Development activities are widely covered with different social media such as TV, radio, print media and online recourses. 127 articles in total about our work have been published during the reference period (for the full list, see the FID-2016 full report).